

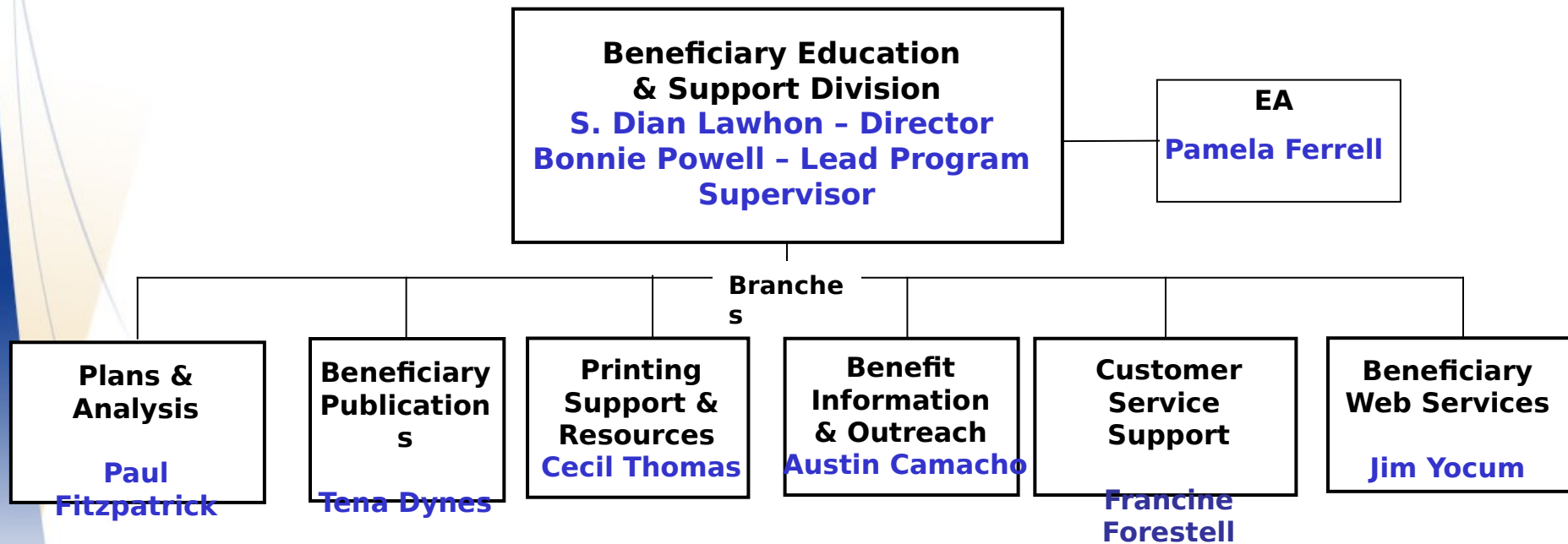


TRICARE Management Activity

Beneficiary Education & Support Division



Beneficiary Education & Support Division



Beneficiary Education & Support Division

- *Mission:* Ensure TRICARE beneficiaries have access to necessary information to make appropriate health care decisions.
- *Vision:* A world-class beneficiary education and support system that integrates all TRICARE beneficiary education and outreach efforts resulting in clear, consistent, timely and accurate information delivery when, when and how beneficiaries and other stakeholders need it.

BE&S Mission in Support of the Quadruple Aim and Health Literacy

- Population Health
 - Benefit Education
 - Healthy Choices Education
 - Preventive Health Promotion
- Experience of Care
 - Customer service support and benefit education
 - Multiple communication channels in plain language
- Per Capita Cost
 - Educate beneficiaries on “using benefits wisely”
 - Cost-efficient services such as Home Delivery
 - Access care in appropriate venues
 - Responsibly manage internal resources
- All in support of Readiness



Business Model - Health Plan Focus

- Ensure TRICARE beneficiaries have access to necessary information to make appropriate health care decisions
- Multi-pronged approach to Stakeholder Education and Services
 - Beneficiary focus: Education about the benefit and how to access
 - MHS and other Stakeholders: Benefit and Health Care Delivery Information
 - Health Care Industry: Doing Business with TRICARE
- Fully integrated Education and Outreach using appropriate communication tools and strategies

The Beneficiary's Dilemma

To get answers to TRICARE questions, beneficiaries must navigate through a *sea of information* meant to cover every possible scenario



North?

Pacific?

South?

West?

Europe?

Overseas Remote?

CONUS Remote?

Latin America /Canada?

Prime?

CHCBP?

Extra/Standard?

TPRADFM?

USFHP?

TRICARE Reserve Select?

TAMP?

TRICARE Global Remote Overseas?

Retiree?

AD Family Member?

Active Duty?

Reserve Component?

Retiree Family?

RC Family?

Unremarried Former Spouse?

Survivor?

Were you issued delayed-effective-date active-duty orders for more than 30 days...?"

Was your first prenatal visit on or after Dec 28, 2003?

9.7 Million Beneficiaries

Research shows most beneficiaries only seek health care information when they need health care

Planned, Integrated and Coordinated

- In coordination with DoD, Health Affairs, Services, TMA Regional Offices and contractor partners, ensure consistent TRICARE information
- Evidence based, targeted and integrated:
 - Comprehensive *Planning*
 - Traditional and *Social media*
 - Leadership *Briefing* support
 - Targeted, timely and consistent beneficiary *Web* pages and content
 - Annual MHS and BE&S *Training* conferences
 - *Correspondence* to beneficiaries, DoD leaders, and members of Congress
 - *TRICARE Training* for BCACs, HBAs, Family Support, RC, etc.
 - Outreach to special interest groups such as *Coalition & Alliance*
 - Consistent response to beneficiary questions/concerns by *call center staffs/CSR, BCACs, etc.*
 - International suite of *education materials* in print and online

Plans & Analysis Branch

Mr. Paul Fitzpatrick

- *Mission:* Evidence based beneficiary information/education planning incorporating comprehensive data analysis to facilitate beneficiary understanding of their TRICARE benefit. Safeguard TRICARE trademarks to eliminate ambiguity and beneficiary confusion.

Plans & Analysis Branch Responsibilities

- *Conduct customer research* and analysis to ensure effective delivery of TRICARE benefit information to all TRICARE beneficiaries
 - Serve as repository of historical and current beneficiary demographics and market information for use by all TRICARE communicators
- *Lead benefit education planning* for TMA to develop and implement evidenced based education activities/programs delivered via appropriate venues and methods such as the Internet, customer service staff, traditional and social media, direct mail, email, and print products
- *Behavior change counter-marketing*
 - That Guy: Multi-media campaign to reduce excessive drinking among young service members
 - Quit Tobacco - Make Everyone Proud: Tobacco cessation educational campaign for TRICARE beneficiaries in partnership with VA
- *Trademark licensing and protection*
 - Manage TMA Registered Trademark Licensing Program and protect trademark from unauthorized use

Beneficiary Publications Branch

Ms. Tena Dynes

- *Mission:* Develop and deliver clear, timely, and accurate TRICARE educational materials to all eligible TRICARE beneficiaries via contractor partners, worldwide customer service personnel, and the TRICARE website. Maintain and protect TRICARE branding for credibility and recognition.

International Suite of TRICARE Materials

- *Develop international suite of TRICARE educational materials for beneficiaries and support staff*
 - Current and comprehensive information for all audiences at all times
 - Incorporate industry standards and procedures
 - Coordinated requirements across TMA and with Contractors
 - Research-based product design and development
- *Distribute TRICARE publications worldwide. Manage bulk-ordering and distribution system for nationally produced educational materials*
- *Collaborate with managed care (stateside and overseas), dental, OCONUS, and pharmacy contractors on the implementation of TRICARE contractors' marketing and educational plans*

TRICARE Smart Site

TRICARE Smart



Select One of the TRICARE Smart Sites

TRICARE Products Online

To download, print, or view
TRICARE products click here.

-- Public Site --

Bulk Orders

To order TRICARE products in
bulk, click here.

-- For Registered POCs --

Printing Support & Resources Branch

Mr. Cecil Thomas

- *Mission:* Responsible and cost effective printing services for beneficiary educational materials and other TMA program offices. Ensure contract and budgetary resources meet the needs of the organization and audience.

Printing Support & Resources

Branch Responsibilities

- *Print Budget Management*

- Print Publications Contract (GPO)
- Liaison/advisor for TMA-wide printing needs (write technical specifications, 2511, SF-1s and sourcing requirements to ensure TMA is acquiring most cost effective and legal print product)

- Defense Center of Excellence
- Force Health Protection
- Safety office
- Human Resources office

- S • Privacy office
 - WHS on all matters related to printing
- O, DAPs and

- *Contract Management/Oversight*

- Research and create task order proposal request, statements of work and coordinate vendor selection process
 - MHS and BE&S Conference contract
 - Alcohol and Tobacco counter- marketing contracts
 - BE&S on-site support contracts
 - Beneficiary research contract

Benefit Information & Outreach Branch

Mr. Austin Camacho

- *Mission:* Ensure health literacy of widely diverse beneficiary population and other stakeholder by delivering content via diverse vehicles such as traditional and social media, educational Web videos and podcasts, and external outreach.

Work in partnership with HA, Services and OSD communicators and contractor partners to ensure consistent and unified TRICARE benefit information.

Benefit Information & Outreach Branch Responsibilities

- *Targeted outreach* to meet beneficiary and stakeholder education needs using scientific research and analysis to identify appropriate content, comm channels and formats for widely diverse target audiences
- *Traditional media relations*
 - News releases and articles about benefit changes, annual fee increases and healthy living choices
 - Response to media queries about TRICARE benefit
 - Talking points/messages for leadership
 - Official TMA Spokesperson
- *Social media*
 - Outreach to 'hard-to-reach' spouses, junior members via TRICARE Facebook, Twitter and YouTube sites
- *External relations*
 - Outreach and education to military and veterans' associations
 - Guidance and support for leadership/SMEs for speaking venues

Benefit Information & Outreach Branch Products

- News releases about benefit changes/fees, etc.
- Information Articles about using and accessing the benefit
- Media RTQ professionally, quickly and personally
- Media Center Web site
- The Doctor Is In column
- Social media
 - Facebook
 - Twitter
 - YouTube
- Weekly “Beneficiary Bulletin” podcast
- Video news series
 - TRICARE TV
- E-Alerts
- Health Care Contract award announcements IAW FAR/DFAR

Customer Service Support Branch

Ms. Francine Forestell

- *Mission:* Integrate TRICARE customer service across the Military Health System, regional offices, contractor partners and others to ensure clear, timely, and accurate information for TRICARE beneficiaries by both government and contractor customer service representatives.

Customer Service Support Branch Responsibilities

- Educate and inform the Military Health System customer service staff about TRICARE benefits and how to access them
- Manage and maintain the Assistance Reporting Tool: Web-based, multi-functional system, specifically designed to assist Beneficiary Counseling and Assistance Coordinators (BCACs), Debt Collection Assistance Officers (DCAOs) and customer service staff in providing and tracking support provided to TRICARE beneficiaries and Military Medical Support Office authorizations
- Partner with contractors by sharing benefit education and guidance for use in by contact center staff
- Manage high-visibility and routine beneficiary and provider inquiries

Customer Service Support Branch Products

- TRICARE Fundamentals Course (stateside and overseas) curriculum and materials for both classroom and online courses
- FAQ database for beneficiaries, BCAC/DCAOs, and contractor partners
- Annual training conference for 400-500 attendees (Virtual or live)
- Bi-weekly guidance, information, and assistance to the TRICARE customer service community
- TRICARE Customer Service Community webpage
- BCAC training in partnership with managed care contractors
- Tailored briefings/presentations

Beneficiary Web Services

Mr. Jim Yocum

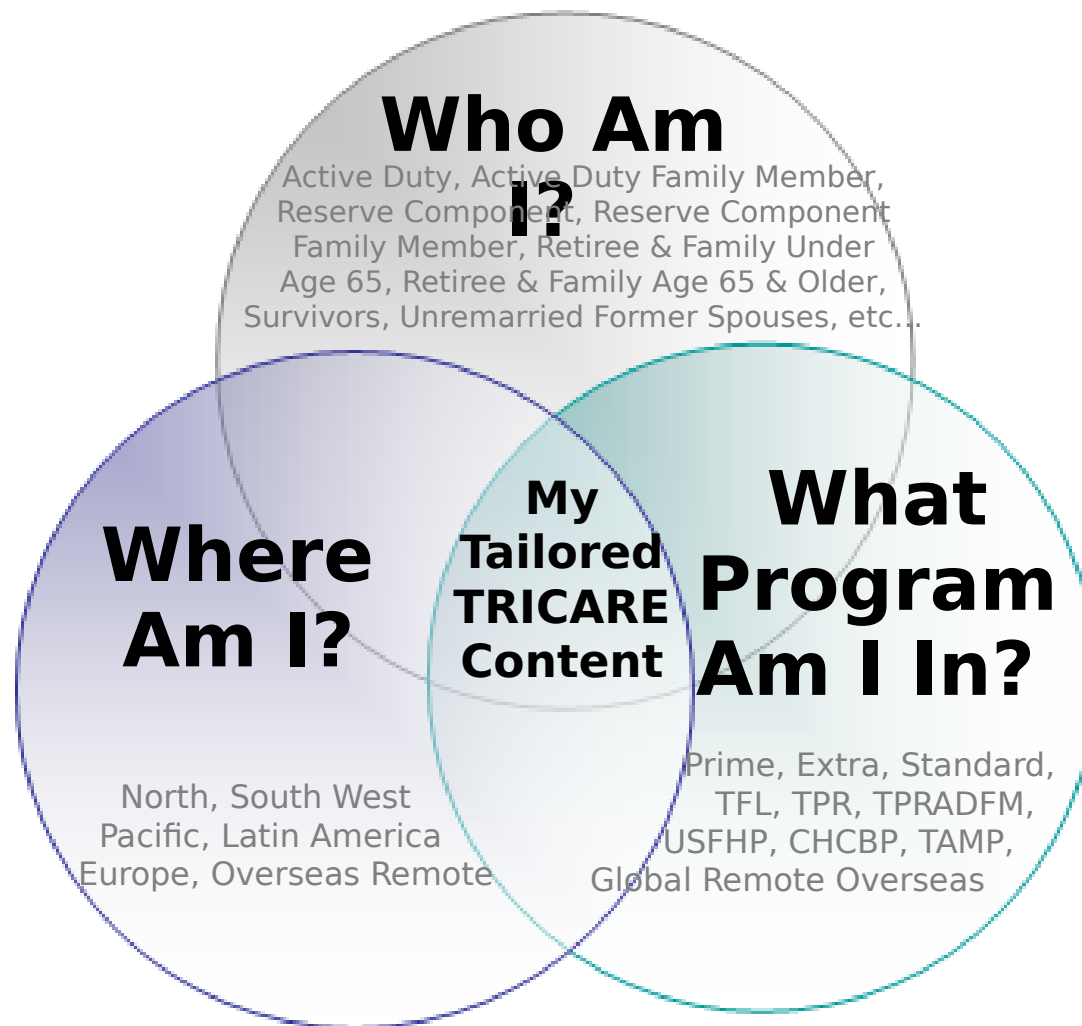
- *Mission:* Provide clear, timely, accurate and targeted TRICARE information to 9.7 million uniformed service members, retirees and their families via a user friendly, dedicated beneficiary website.

Manage TMA Corporate website to inform and educate health care industry, Services, beneficiaries and other Stakeholders about the programs, activities and responsibilities of TRICARE Management Activity.

Beneficiary Web Services Responsibilities

- TRICARE Beneficiary Web Portal
 - Based on scientific research and focus group testing, provide interactive customer friendly website with timely and accurate information to meet individual needs of widely diverse audience with disparate health literacy.
- TRICARE Management Activity Web Portal
 - Working in partnership with TMA organizations, create website supporting the TMA enterprise to deliver timely and critical information to their customers meeting both TMA and customer needs

New TRICARE Beneficiary Website Provides Customized Content





Welcome, TRICARE Beneficiaries!

TRICARE is the health care program serving Uniformed Service members, retirees and their families worldwide.

Answer Three Questions

to get health care information just for you

- 1
- 2
-
- 3

SUBMIT



Which TRICARE Plan is for You?
Use the **PLAN FINDER**

New to TRICARE

New to TRICARE

TRICARE offers comprehensive, affordable health coverage with several health plan options, a robust pharmacy benefit, dental options, special programs and demonstrations.

Getting started is easy...just follow these three steps:

1. Confirm Your Eligibility
2. Explore Your Health Plan Options
3. Decide and Enroll

[Learn More...](#)

Are you a potential TRICARE beneficiary?

If yes, then get a quick overview of your [TRICARE benefits at-a-glance](#)

[Take a Video Tour of our Site!](#)



Quick Links

Crisis Center

News



TRICARE Pharmacy Home Delivery Is Available!

+ [Critical Information for Beneficiaries using Walgreens Pharmacies](#)

+ [Read DoD Story](#)

+ [Proactive Steps Taken to Address Data Breach](#)

+ [TRICARE Young Adult-Prime begins January 1. Enroll now!](#)

+ [Read more](#)

+ [Active Duty Going Green with eCorrespondence](#)

[» Read More](#)



Beneficiary Education & Support

CLEAR • ACCURATE • RESPONSIVE